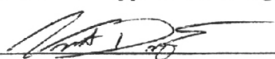
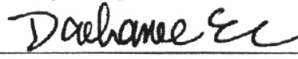


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The objectives were to survey the mountain biker's background, recreational setting preferences, and experience expectation. The hypotheses were tested on the relationships of mountain biker's background and recreational setting preferences and expectation. The t-test and F-test were employed with statistical significance level at 0.05 on 249 samples collected at Chiang Mai province. The results showed that most were male, between 24-34 years old, bachelor degree, monthly income between 5,001-15,000 baht, and currently stayed in Chiang Mai. Most preferred active activity, used suspension bikes, had experience in riding mountain bike 1-5 years and had experience in bike racing before. Most of them biked with friends, spent less than 3 hours per trip and did not involve in any biker's club. They preferred natural forest setting with up and down hill single track. They preferred to use track with non-motorized users and preferred regulation, basic facility development, as well as interpretation. The high expectation on recreational experiences were found on relaxing with nature, mountain bike activity, new discovery, challenging and exciting experiences, self pride, and social interaction while the moderate expectation was on conservation and learning experience. Hypothesis testing found no statistically significant on relationship between differences in biker's background and preferences on landscape and social settings. Regarding to the differences on single track preference, age, educational level, current address, and mountain bike racing experience were significantly related to while differences in paved track preference were related to biker's group, and dirt track preferences were related to racing experience and riding characteristics. The differences in rough surface track preferences were found related to type of mountain bike, racing experience, and riding characteristics while the smooth surface track preferences were found related to gender. The differences in up hill track preference were found related to age and riding characteristics while the preference in down hill track related to riding characteristics. Differences in management setting regarding nature interpretation were found related to age, income, current address, and racing experience while regulation preferences were related to biker club membership, and basic facility development preferences related to income. With regard to the relationship between biker's background and recreational experience expectation, it was found that education level was related to nature relaxing, self pride, and conservation and learning experience expectation. The racing experience was related to discovery experience, mountain bike activity, and excitement experience expectation. Riding characteristics were found related to all study factors on experience expectation except social interaction and conservation and learning experience. The type of biker's group was related only to expectation on excitement experience.



Student's signature



Thesis Advisor's signature

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